MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 2 2022/2023 (TERM ID 2220)**

## BMR2044 – PROMOTIONAL MARKETING

(All Sections/Groups)

6TH JULY 2023
9.00 a.m. - 11.00 a.m.
(2 Hours)

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## INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.

   **Section B:** Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

## SECTION A: ESSAY QUESTIONS
## INSTRUCTION: ANSWER THE QUESTIONS

### QUESTION 1

The Faculty of Business (FOB), Multimedia University plans an annual community event to raise funds for the enrichment of the physical disabled and mentally retarded children in Melaka.

The following information from the organisers as follow:

A little background

The people (inmates) at the Homeless Centre do has some complications. Some of them do not have much financial assistance either from the state government or even their families. According to the spokesperson at the centre, some of the families do not visit their members after a certain period of time. Also, some of them do not even give any financial assistance. As for the state government, we were made to understand that only those who are born and raised in Melaka will be allowed the assistance. There are some inmates who are not from Melaka. Hearing all this information has certainly made us feel sometimes inadequate! Many people have come forward and donated to the Home. We were told that there are about 50 inmates there. This means that they require many items.

For those who wish to be involved in person, you may follow us on the day of activity. For those who would like to donate items (cash or in kind, for those donating cash, do obtain your receipt from Ms Mimi - she is our Treasurer). For those who wish to know what are the things that they require, well the list is quite exhaustive! Basically, they need the usual groceries. If you want to donate clothes, feel free to do so.

You may also obtain more information from members of the project team. Together we make differences in the lives of people!

**Continued...**

## QUESTION 1

Based on the invitation, design a creative print advertisement to persuade faculty members to take active role in the donation drive. The print advertisement must fulfil the requirements of

- Headline.
- Subheadline
- Amplification (copy Body)
- Proof
- Illustration

Sketch the print advertisement on an A4 size plain sheet. Each of the five requirements has to be labelled.

(Total: 25 marks)

## QUESTION 2

a) Discuss **FOUR (4)** differences between brand identity and brand image

(8 marks)

b) The ACE furniture company plans to change its name to Easy Fix Furniture Company. Outline the complete plan to anticipate the changes with two examples for each stage.

(17 marks)
(Total: 25 marks)

## SECTION B: ANSWER ANY TWO (2) QUESTIONS

## QUESTION 3

a) Discuss any **FOUR (4)** roles of corporate image to an individual consumer. Support your answers with an example for each role.

(8 marks)

b) Discuss any **FOUR (4)** roles of corporate image to a company. Support your answers with an example for each role.

(8 marks)

c) Brand equity influences buying decision. Discuss any **FOUR (4)** advantages of building strong brand equity in designing advertisement. Support your answers with an example for each point.

(9 marks)
[Total: 25 marks]

**Continued...**

## QUESTION 4

a) Recall the last brand of smart phone you have purchased. What is positioning approach? Examine **THREE** (3) possible positioning approaches prominent to you during the purchase of that smart phone.

(10 marks)

b) Create the creative brief for the advertisement below and examine all the elements in the creative brief.

(15 marks)
(Total: 25marks)

## QUESTION 5

a) Identify and discuss any **FOUR (4)** direct response advertising that can be used to improve a company's brand image. Support your answers with an example for each direct response advertising.

(16 marks)

b) Would you agree that direct response advertising has become growing importance? If you agree, justify with any **THREE (3)** possible reasons. **OR**, If you disagree, provide any **THREE (3)** possible reasons.

(9 marks)
[Total: 25 marks]

**End of Page.**